



IGNITING CLEVELAND'S CORE,
BLOCK BY BLOCK

CITYBLOCK

2019



CITYBLOCK PRINCIPLES

AT A GLANCE

Igniting Cleveland's innovation community to create one of the largest centers for entrepreneurship in the country

Consolidating entrepreneurs, funders, start-ups, incubators, accelerators and other aligned organizations

Forming a like-minded hub of shared spaces, downtown living, and programs and events that fuel the innovation ecosystem

Augmenting a culture of innovation to drive job growth, build communities, attract talent and improve Cleveland's economy

Realizing a unique investment opportunity that benefits investors and start-ups alike

WHY CLEVELAND?

CLEVELAND IS BUSINESS READY



This is a community with a mission, primed for opportunity with a vibrant urban core that is on the rise.

Dynamic and diverse, Cleveland is the perfect place to invest, start, and grow a business.

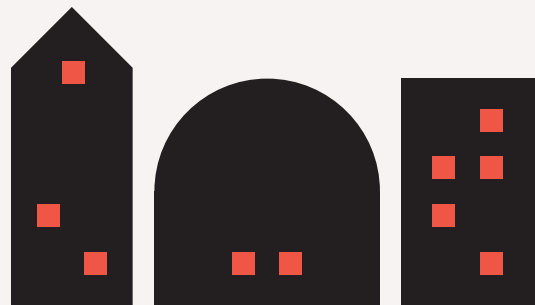
There is a premier opportunity here for the innovation economy with the city's designation as a technology industry leader.

The city is rich with over 29 public parks and plazas and slated for further enrichment with redevelopment of the Cuyahoga Riverfront and the lakefront.



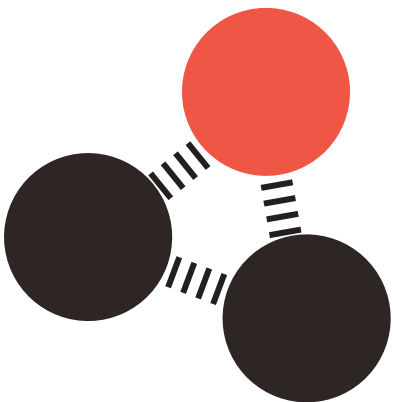
CITYBLOCK PRINCIPLES

A SHARED VISION



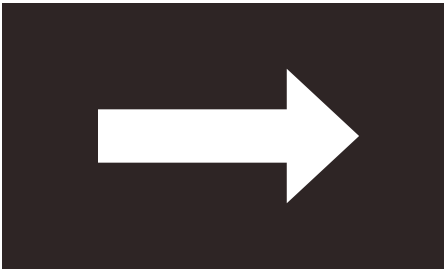
URBAN DESTINATIONS

Create unique experiences from available and underutilized spaces.



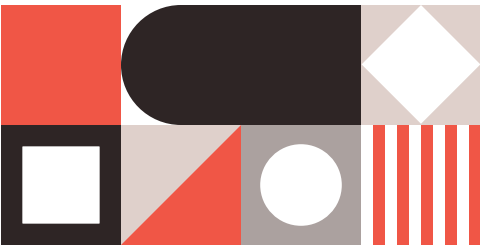
INTERCONNECTED EXPERIENCES

Improved connections between developments, public spaces, and the riverfront.



MOBILITY PRIORITIZATION

Diversify mobility to alleviate traffic and create accessibility and opportunity.

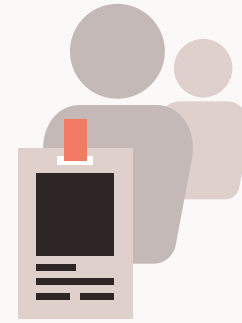


MIXED-USE PROGRAMMING

Support existing enterprise while creating a new range of engagements.

CITYBLOCK PRINCIPLES

TARGET PERSONAS



**CITYBLOCK
MEMBERSHIP
USERS**



**EVENT ATTENDEES,
PATRONS AND
VENDORS, ETC.**



**BUSINESS
VISITORS**

Vendors, associates
and clients



**PUBLIC
TRANSIT
USERS**



**PUBLIC AND
COMMUNITY
ENGAGEMENT:**

Food hall + more



**RESTAURANT
PATRONS AND
SHOPPERS**

This dynamic district will enhance
Cleveland's diverse talent, igniting a
destination for work living.

CITYBLOCK

CITYBLOCK PRINCIPLES

18-HOUR CITY

CityBlock will expand the current density of people invigorating Cleveland, igniting an 18-hour downtown. This destination district will attract talent for work and play.

Gathering +
Conference Spaces



Recreation +
Outdoor
Event Space



Lively Public
Parks + Activations



Density of New
Innovative Population

Public Culture, Art +
Design Engagements



Premier Amenities,
Retail + Restaurants



18 HOUR CITY

CITYBLOCK PRINCIPLES
18-HOUR CITY

Daytime Diversions
CityBlock’s public parks
and cultural programming
create a destination for
workday crowds and
weekend visitors alike.



VIEW WEST INTO PROSPECT PARK

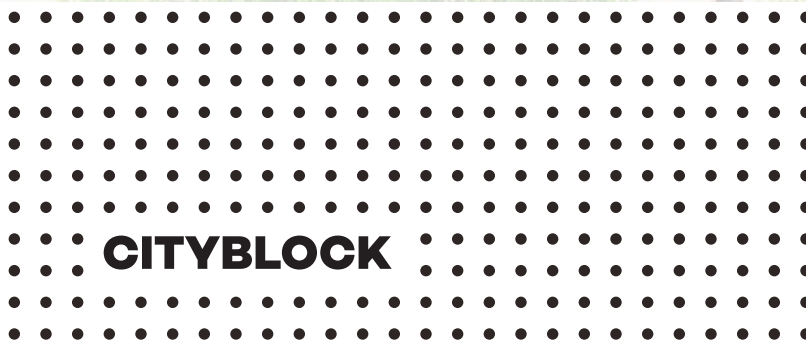
CITYBLOCK PRINCIPLES
18-HOUR CITY

Evening Activation
CityBlock will amplify
the retail and restaurant
scene in downtown
Cleveland, while adding
energized public spaces.



CITYBLOCK MAIN ENTRANCE AT DUSK

CITYBLOCK ECOSYSTEM



CITYBLOCK

PROGRAM AREAS



PUBLIC SQUARE

Improve the urban experience through enhanced activation, connectivity, and programming



CITYBLOCK STRUCTURE

Redesign and repurpose for the next generation workforce, Cleveland community, and city visitors



PROSPECT PARK

Reimagined as a pedestrian plaza with improved connectivity and retail activation



HURON ROAD

Continuing the unique and transformative connectivity from Public Square to the new Riverfront activations

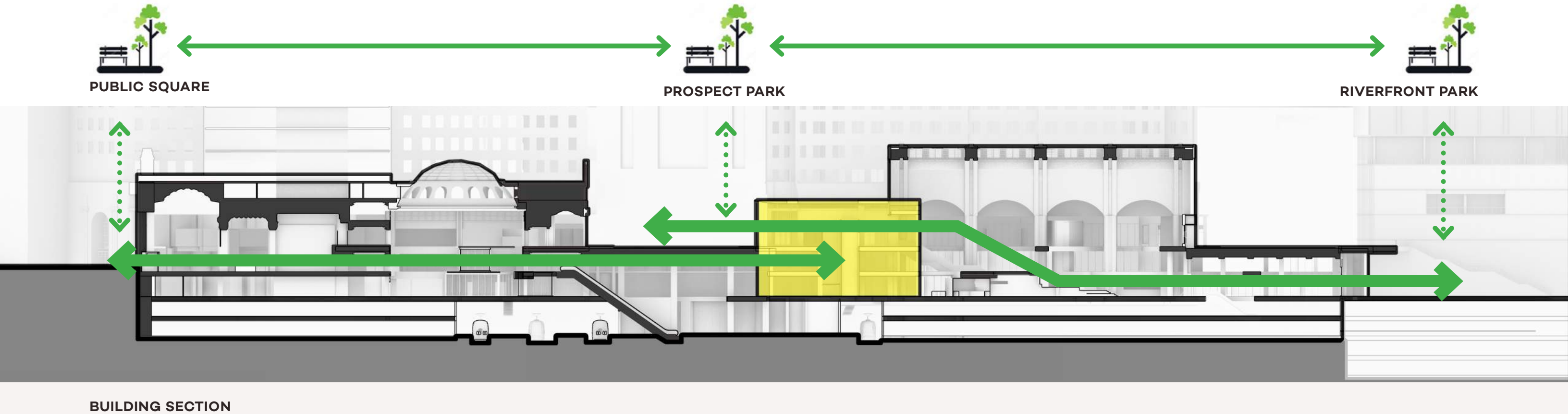


THE RIVERFRONT

A new vision for the Cuyahoga Riverfront including people-focused activations, repurposing of spaces, and more

CITYBLOCK ECOSYSTEM
INTERSECTIONALITY

Core To Shore
Transitioning between
public spaces and a new hub
for entrepreneurship and
innovation



CITYBLOCK ECOSYSTEM
PUBLIC ACTIVATION



CityBlock reinvents
Prospect Avenue as
a distinctive park
and gathering place,
breathing new life into an
underutilized urban space.



PROSPECT PARK SITE PLAN

CITYBLOCK ECOSYSTEM
PUBLIC ACTIVATION

CityBlock’s main entrance at Prospect Park redefines how people see, relate to, and experience the new facade.



CITYBLOCK MAIN ENTRANCE

CITYBLOCK: CAMPUS

2000+

STARTUP DESKS

16

INNOVATION BOXES

30

MEETING ROOMS

20+

AMENITIES

50+

RESIDENTIAL PODS

500+

EVENTS

300

SEAT AUDITORIUM

150+

PARKING SPACES



Public

- Prospect Park
- Riverfront Park
- Easy access RTA facility with connection to Prospect Park
- Upscale food hall with local vendors and boutique market spaces
- Lifestyle retail & amenities
- Activated atrium
- Public programming
- Amazon Hub Locker +
- Educational events



Semi Private

- Event spaces for 1,400 +/- people
- Rentable meeting spaces
- Work/innovation labs



Membership

- Member programming
- Health & wellness benefits
- Private café
- Social lounges
- Collaborative meeting spaces
- Secured zones



CITYBLOCK ECOSYSTEM
ATRIUM ACTIVATION



Reimagining the historic atrium offers a myriad of opportunities for dynamic workstyle activations in CityBlock.

CITYBLOCK ECOSYSTEM
CONNECTIVITY

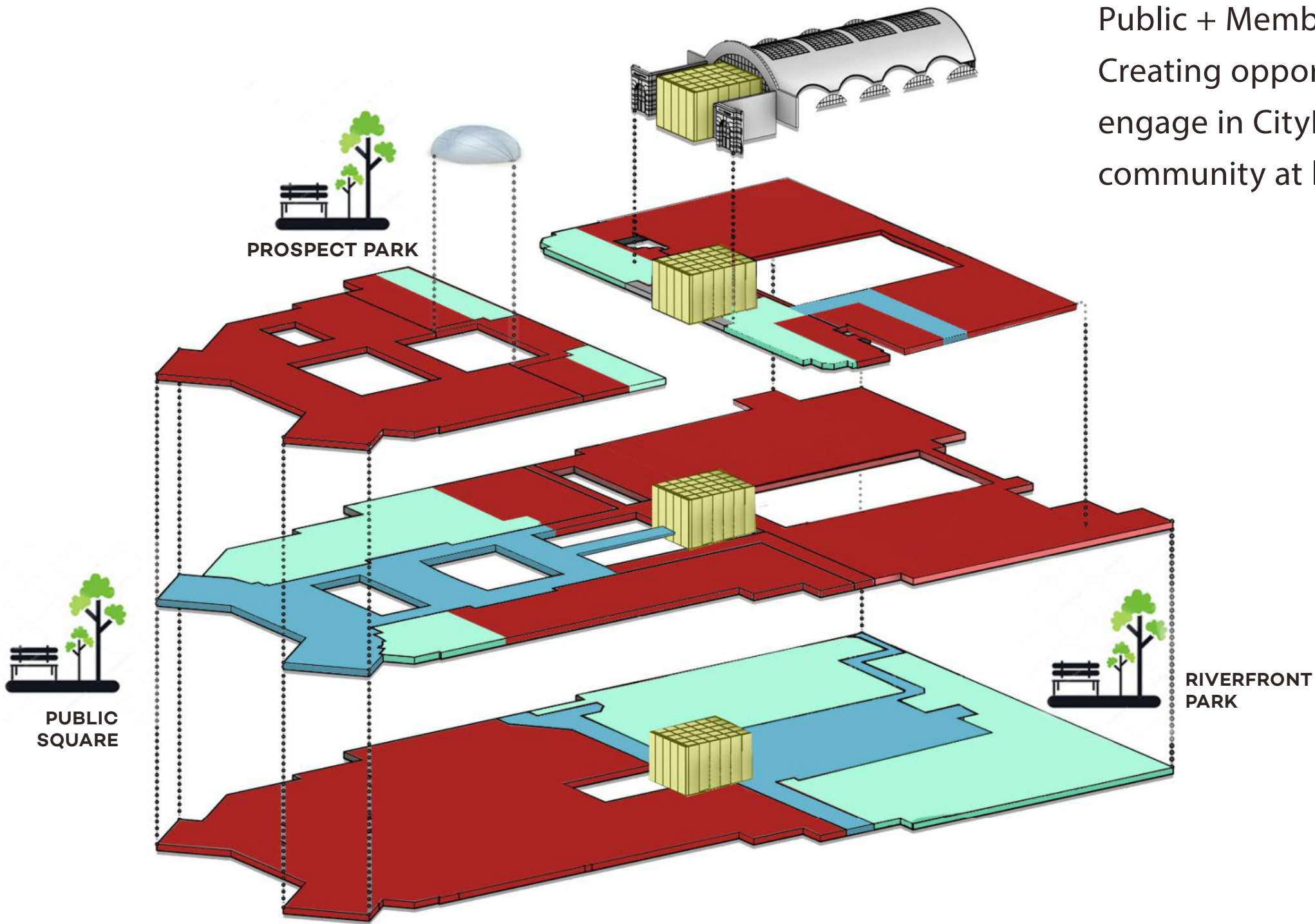
Activated Atrium
CityBlock reorganizes the atrium to maintain and create new public spaces, while offering a range of private amenities and membership areas.



CITYBLOCK ECOSYSTEM
CONNECTIVITY

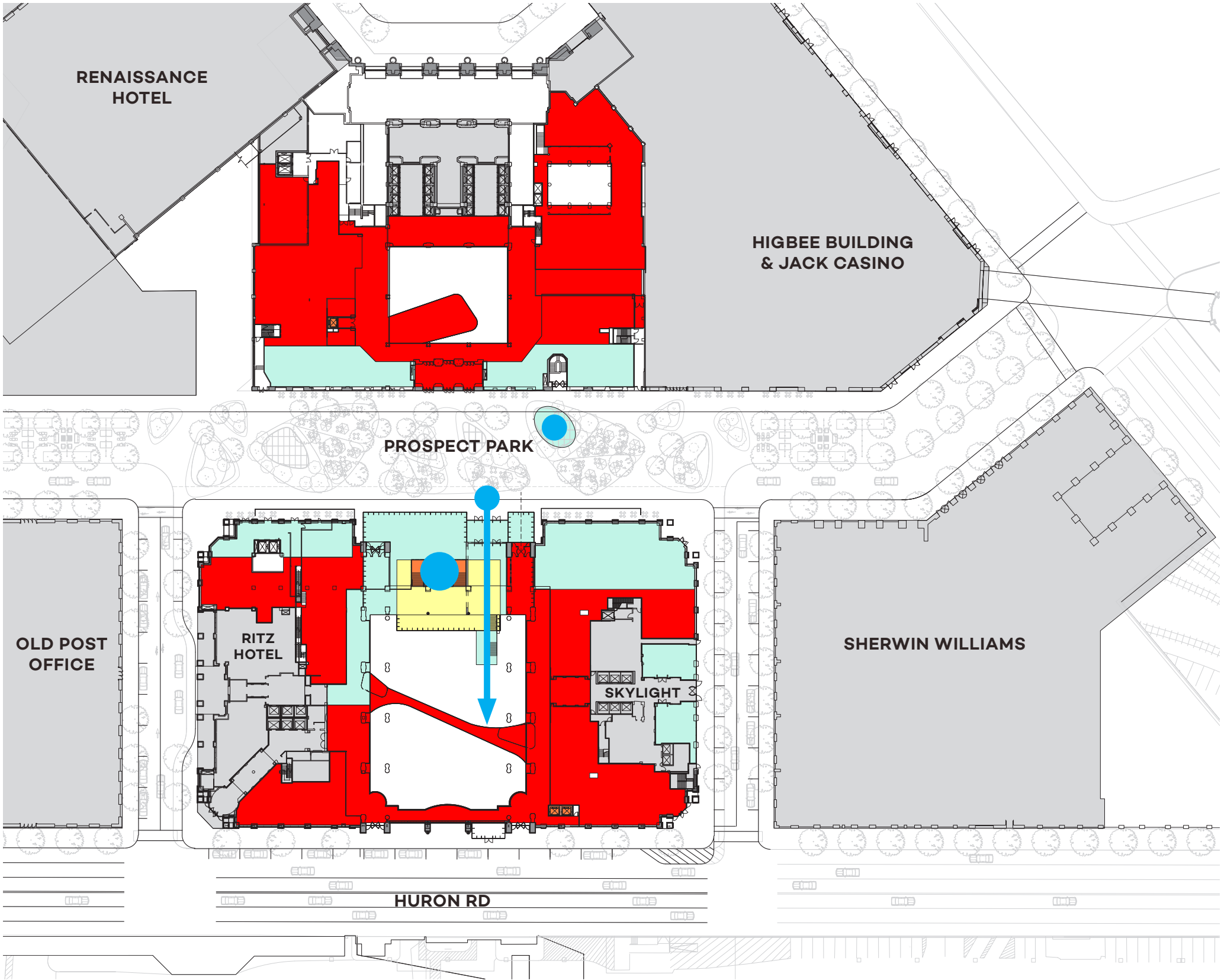
- PUBLIC ZONE
- MEMBERSHIP ZONE
- HUB
- PUBLIC CIRCULATION

Public + Membership
Creating opportunities to
engage in CityBlock and the
community at large.



CITYBLOCK ECOSYSTEM
CONNECTIVITY

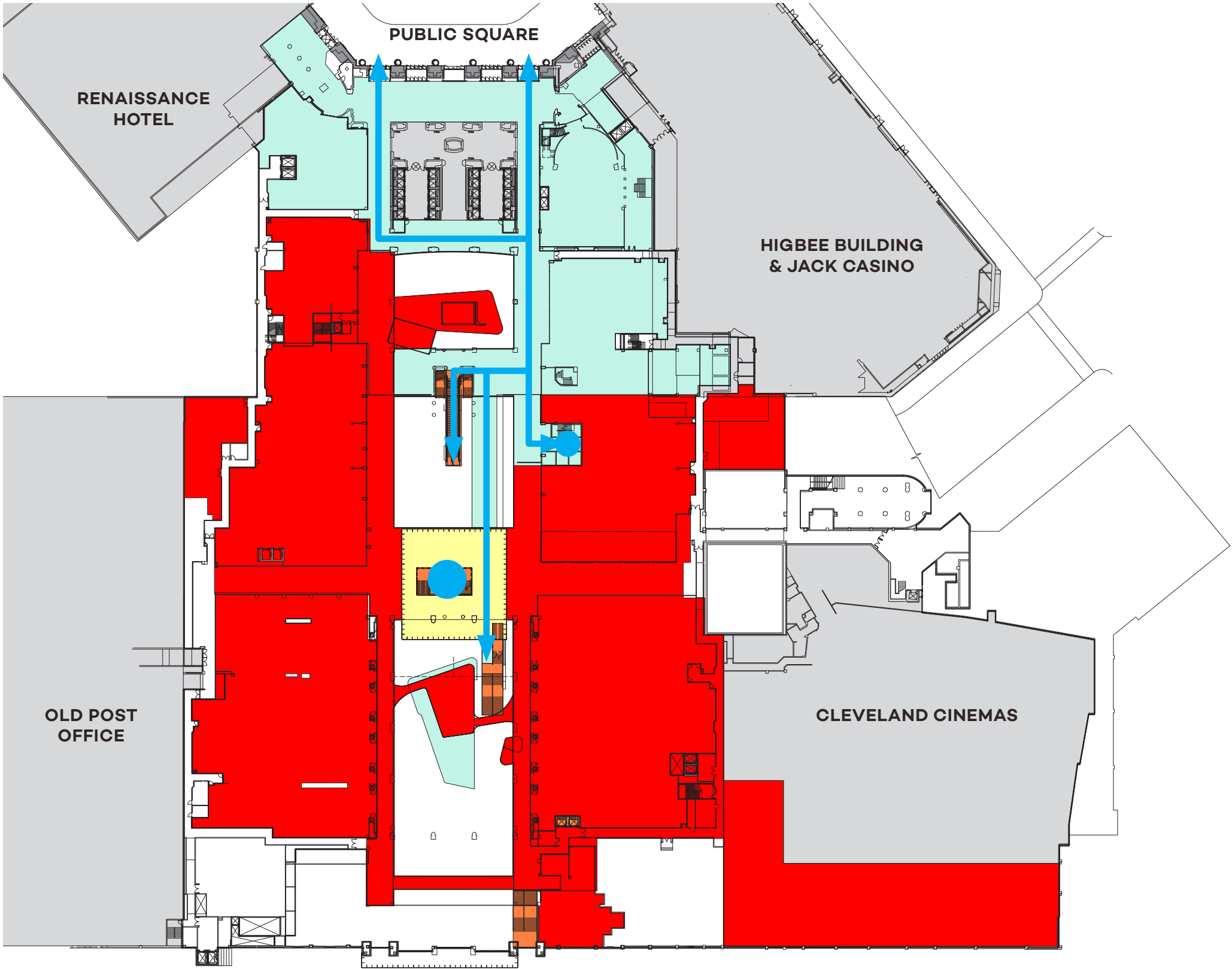
- PUBLIC ZONE
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PROSPECT PARK LEVEL

CITYBLOCK ECOSYSTEM
CONNECTIVITY

- PUBLIC ZONE
- MEMBERSHIP ZONE
- HUB
- PUBLIC CIRCULATION



PUBLIC SQUARE LEVEL



CITYBLOCK



CITYBLOCK ECOSYSTEM
ARCHITECTURE + PLAN USE

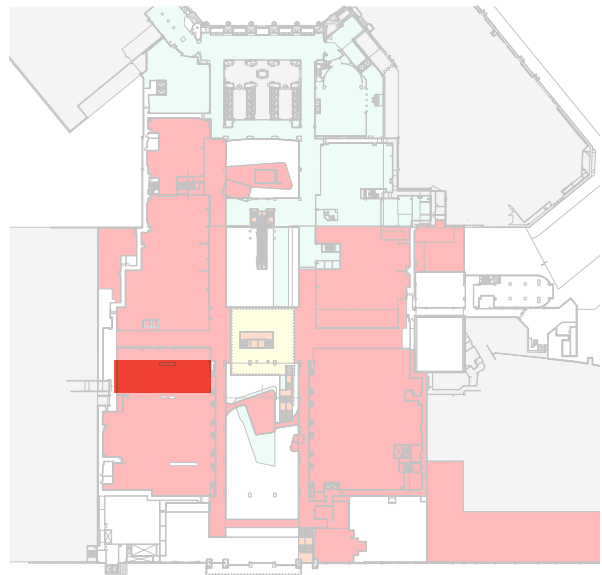
Incubating Ideas
Member areas include
meeting rooms, cafés
and work lounges for
coworking, collaborating,
and creative collisions.



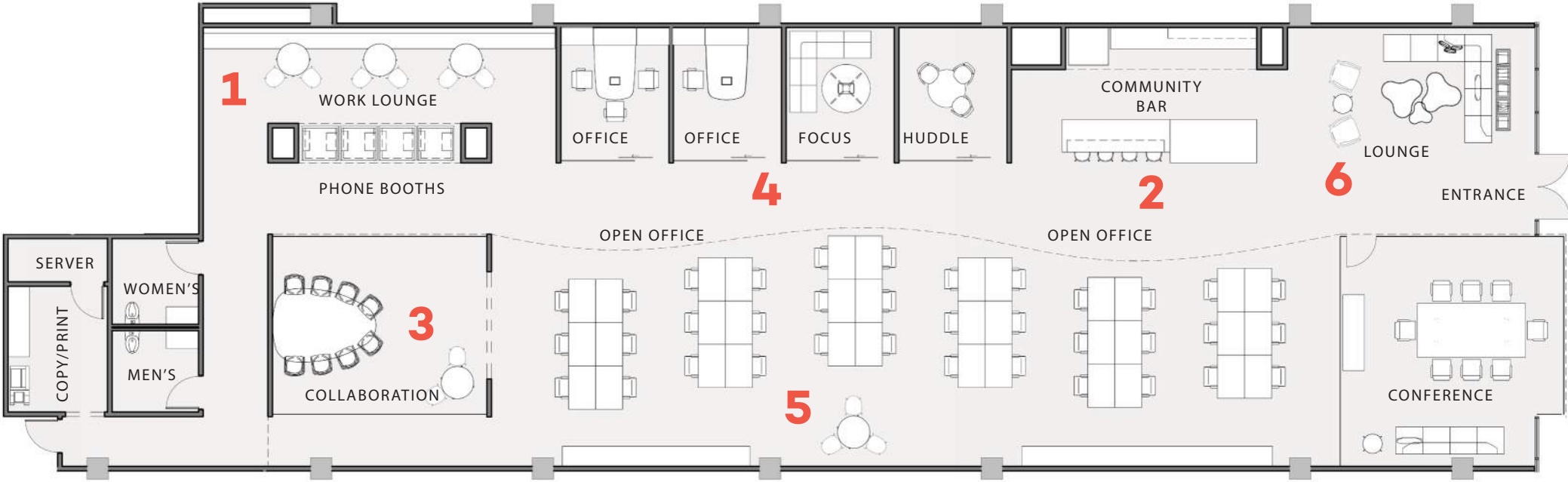
CITYBLOCK ECOSYSTEM
ARCHITECTURE + PLAN USE

FUTURE TENANT
MODULE

One Box (40ft x 100ft)
Capacity: 50 +/- Entrepreneurs



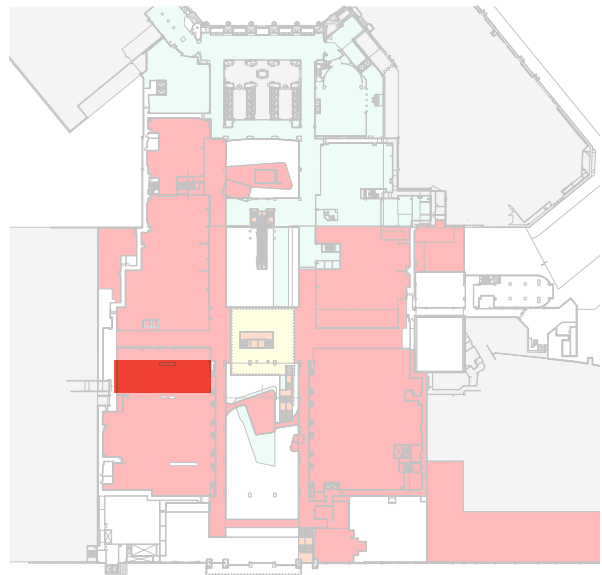
KEYPLAN



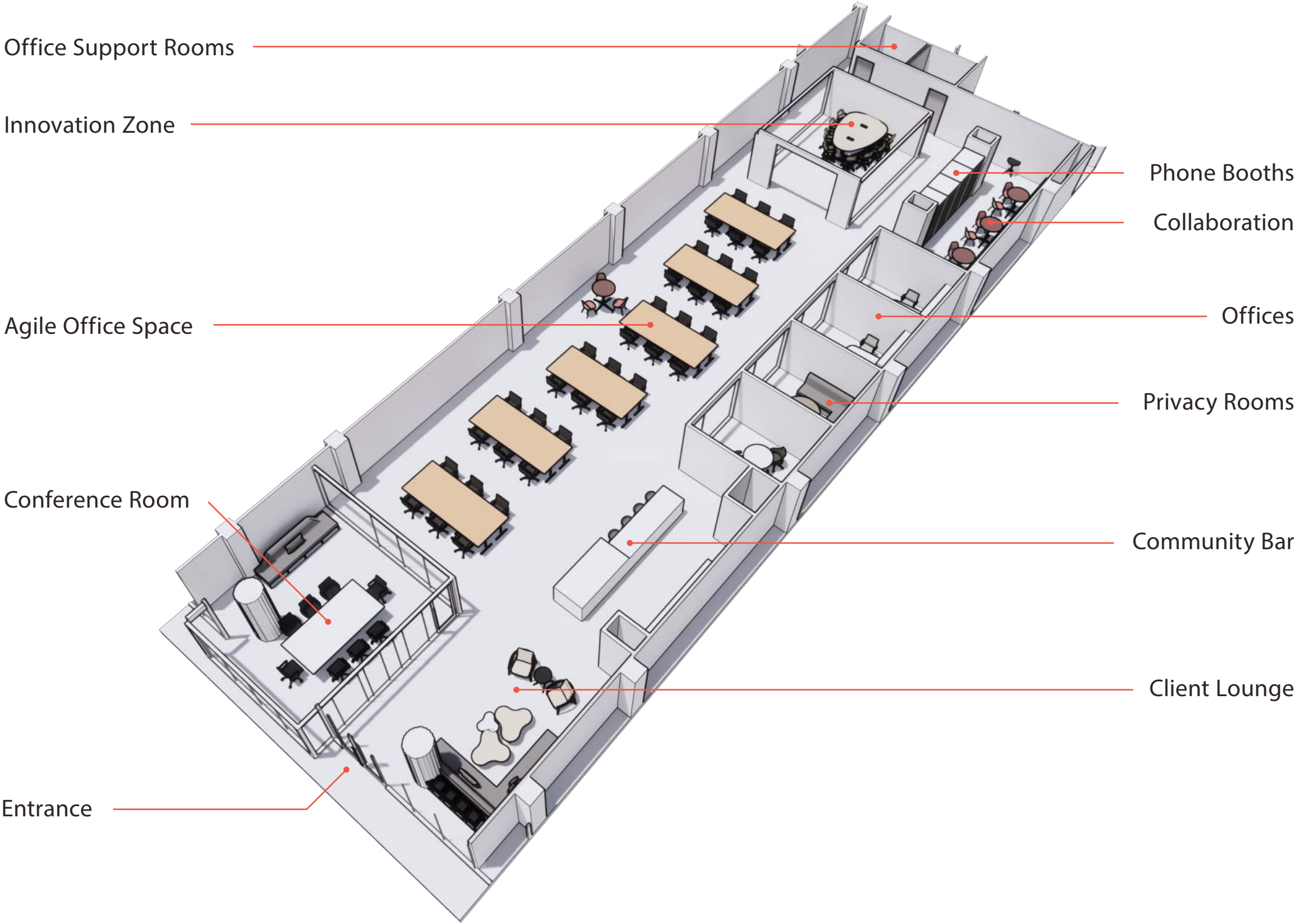
CITYBLOCK **ECOSYSTEM**
ARCHITECTURE + PLAN USE

**FUTURE TENANT
AXON**

One Box (40ft x 100ft)
Capacity: 50 +/- Entrepreneurs



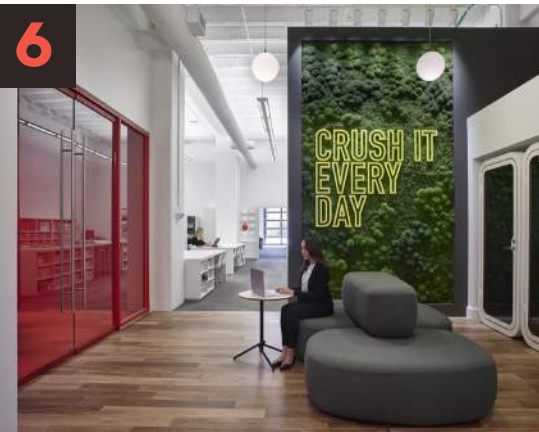
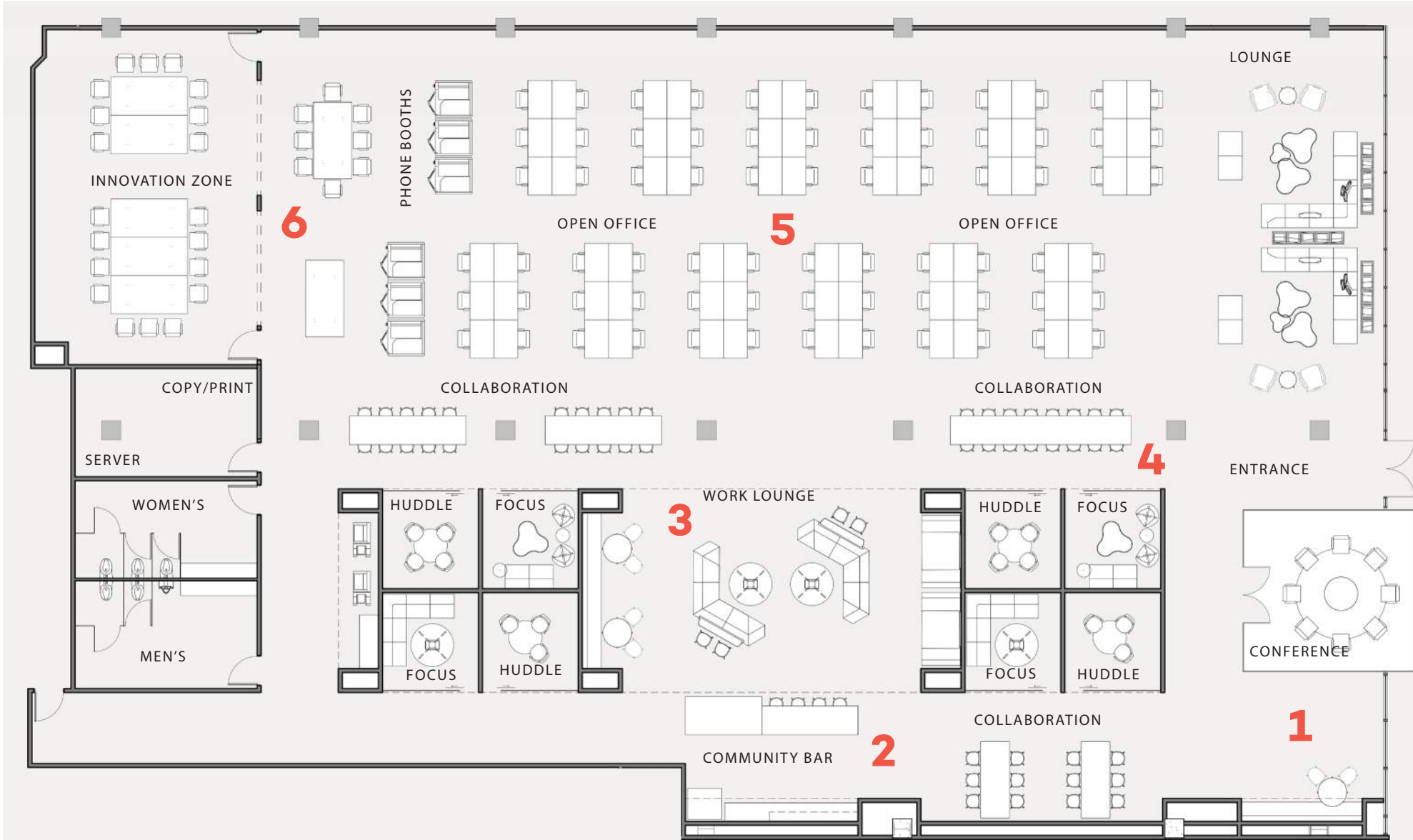
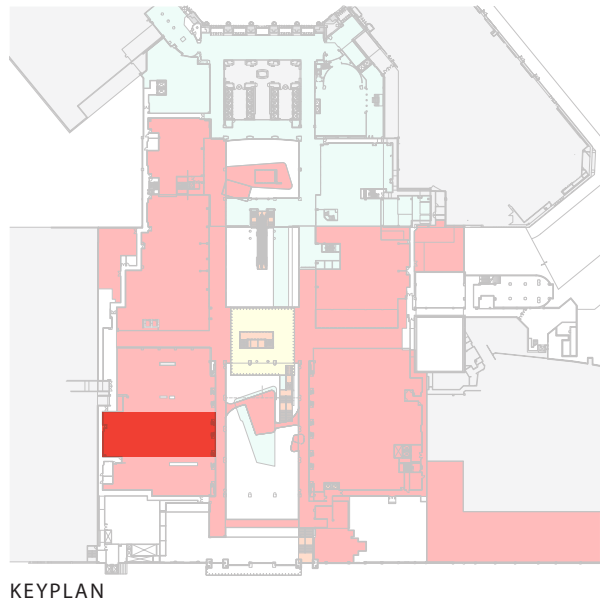
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CITYBLOCK ECOSYSTEM
ARCHITECTURE + PLAN USE

FUTURE TENANT
MODULE

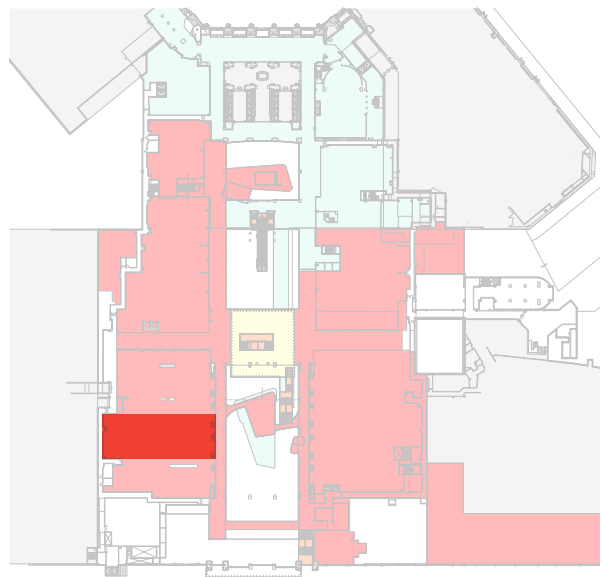
Two Box (80ft x 100ft)
Capacity: 100 +/- Entrepreneurs



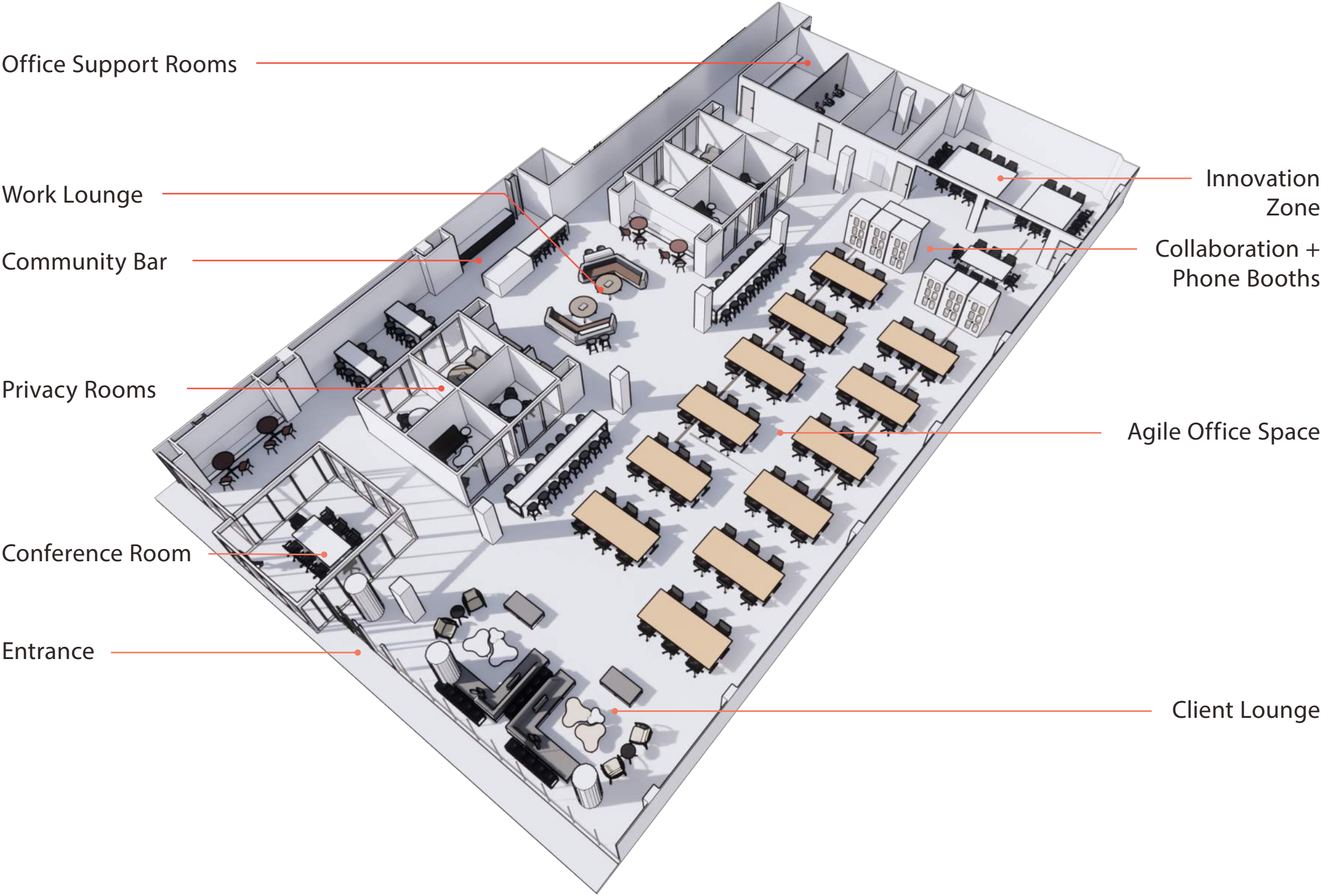
CITYBLOCK ECOSYSTEM
ARCHITECTURE + PLAN USE

FUTURE TENANT
AXON

Two Box (80ft x 100ft)
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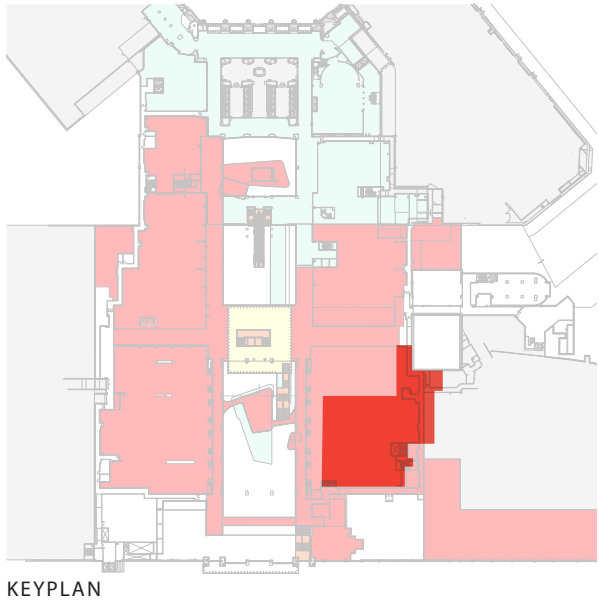
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CITYBLOCK ECOSYSTEM
ARCHITECTURE + PLAN USE

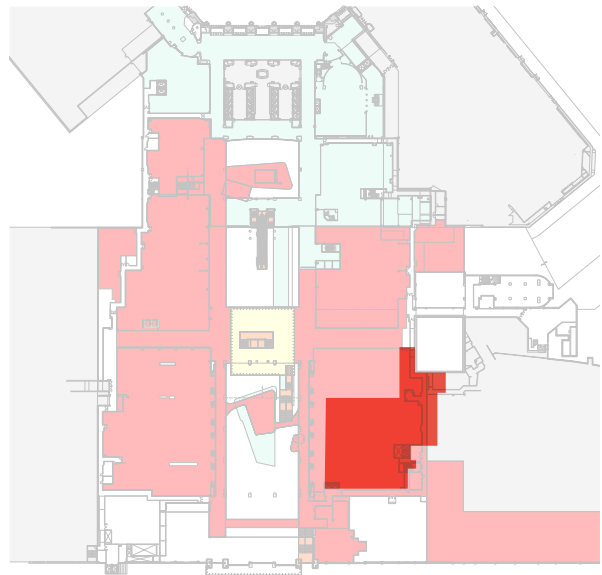
FUTURE TENANT
MODULE

Suite (10,000 Sq Ft)
Capacity: 150 +/- Entrepreneurs

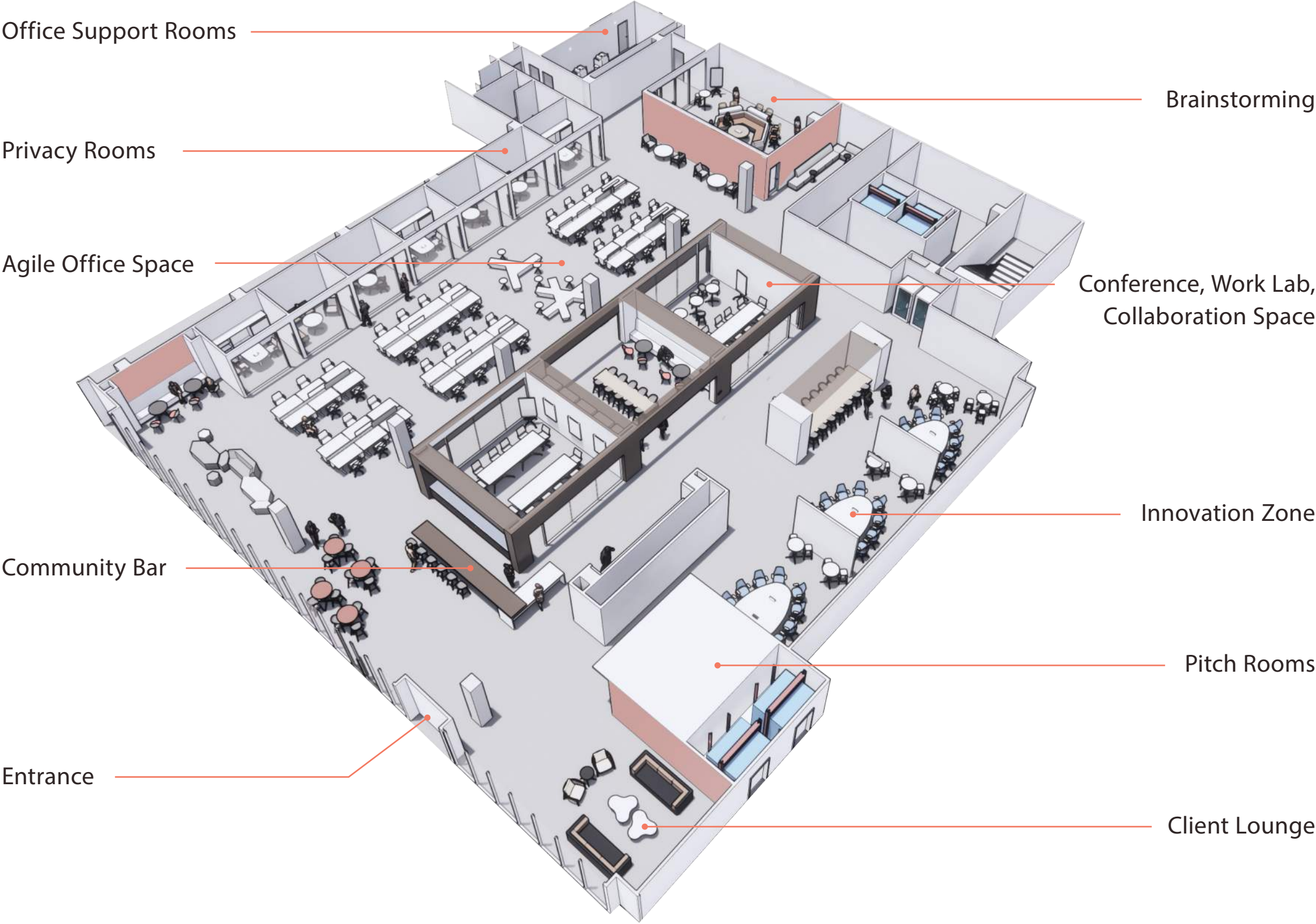


FUTURE TENANT
AXON

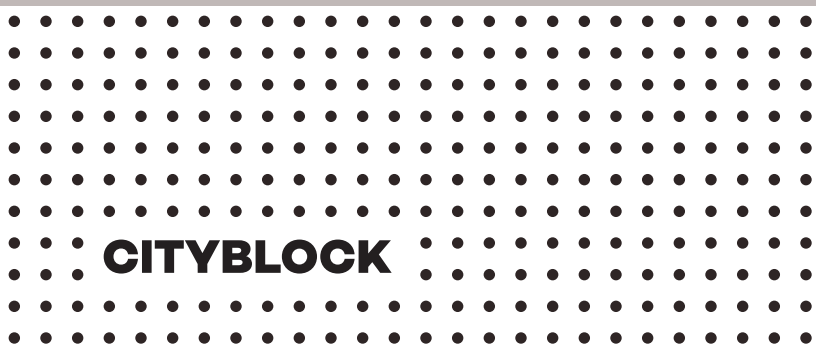
Suite (10,000 Sq Ft)
Capacity: 150 +/- Entrepreneurs



KEYPLAN



THANK YOU.



CITYBLOCK